AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims.

1.   (Currently Amended)   A system for distributing various content data to user terminals having at least one application for interpreting the content data and presenting ~~it~~ the content data to a user, the system comprising:

a multiplicity of individual tokens, each token bearing an identity code, and having a user-removable obscuring means obscuring reading of the identity code, wherein each token is a part of a collectable series;

a content server connected to a communication network whereby ~~it~~ the content server may communicate with the terminals, and comprising data storage means storing the content data, and for each of the identity codes an indication of an item of the content data with which that code is associated, and indicated on the or each token bearing that code, and arranged to, on receiving from a terminal an identity code of a token, retrieve from the data storage means the item of content data associated with that code and transmit ~~it~~ the item of content data to that terminal.

2.   (Original)   A system as claimed in claim 1, wherein each token is in the form of a card.

3.   (Previously Presented)   A system as claimed in claim 1, wherein the user-removable obscuring means is such as to be irreversibly removable.

4.   (Original)   A system as claimed in claim 3, wherein the user-removable obscuring means is a scratch-off coating.

5.   (Currently Amended)   A system as claimed in claim 1, wherein the content data includes software defining a game, ~~and/or~~ attributes of a gaming entity, or a combination thereof.

6.   (Previously Presented)   A system as claimed in claim 1, wherein the content data includes Java software.

7.   (Previously Presented)   A system as claimed in claim 1, wherein each identity code is different from all the other identity codes, the content server stores for each identity code an indication of whether content associated with that code has been transmitted to a terminal, and the content server is arranged to on receiving from a terminal an identity code of a token, transmit to that terminal the item of content data associated with that code only if the indication stored for that code indicates that content associated with that code has not been transmitted to a terminal .

8.   (Previously Presented)   A system as claimed in claim 1, wherein each token is an individual vending item.

9.   (Previously Presented)   A system as claimed in claim 1, wherein at least some of the terminals are wireless communication terminals.

10.   (Previously Presented)   A system as claimed in claim 1, wherein each token bears an indication of the content data associated with the code borne by the token.

11.   (Previously Presented)   A system as claimed in claim 1, wherein each token bears an indication of the retail price of the token.

12.   (Currently Amended)   A method for distributing various content data to user terminals having at least one application for interpreting the content data and presenting ~~it~~ the content data to a user, the method comprising:

making available a multiplicity of individual tokens, each token bearing an identity code, and

having a user-removable obscuring means obscuring reading of the identity code, wherein

each token is a part of a collectable series;

storing in data storage means of a content server connected to a communication network

whereby ~~it~~ the content server may communicate with the terminals the content data, and

for each of the identity codes an indication of an item of the content data with which that

code is associated; and

on receiving at the content server from a terminal an identity code of a token, retrieving from

the data storage means the item of content data associated with that code and transmitting

~~it~~ the item of content data to that terminal.

13.   (Original)   A method as claimed in claim 12, comprising storing the transmitted content data at the terminal.

14.   (Previously Presented)   A method as claimed in claim 12, comprising interpreting the transmitted content data at the terminal and presenting it to a user of the terminal.

15.   (Previously Presented)   A method as claimed in claim 12, comprising selling the tokens individually so as to make them available.

16.   (Previously Presented)   A method as claimed in claim 12, comprising selling the tokens in packs of such tokens so as to make them available.

17.   (Canceled)

18.   (Canceled)